



*There are labels for people
who work by moonlight. . .*

This one could make Moonlight Software

Great Ideas Don't Keep Office Hours

Everybody knows that great ideas are born any hour of the day or night. Moonlight Software Publishing knows that many talented software developers do their best work at 10 p.m., midnight, 3 a.m., sometimes later. Certainly not your usual office hours. After all, creativity, insight, and expert problem solving can't be limited by the ticking of a clock.

Great Software Thrives on Independence

What is also commonly known—but not always openly acknowledged—is that many great software ideas are developed independently, outside the confines of large businesses or academic organizations. In fact, much of the industry's best software has been created by individuals or by small, tightly knit groups of programmers guided by their own vision. Moonlight Software Publishing is aware of this, too.

Great Results Sometimes Get Lost in the Shuffle

Unfortunately, a lot of great software never sees the light of day. It's not that it's unworthy or unfit for the "real world." More likely it's because programmers who are great at developing software aren't always keen on the other activities that make a successful product: testing, documentation, marketing, production, selling, distribution, and technical support. Sometimes the obstacle is not a lack of skill or a lack of business initiative, but a

lack of access to the financial or administrative resources needed to get the product off the ground.

Whatever the reason, brilliant software doesn't always turn into real product. This would be fine if



all you wanted was to experience the joy of the development process (which can be intoxicating itself). But wouldn't it be better to get your program—your *brainchild*—out into the world, where it can improve the way people live and work, and provide you with the income and other rewards you deserve for all your efforts?

That's where Moonlight Software Publishing comes in.



Moonlight Software Publishing Brings Great Ideas to the World

We're a new software publishing organization, and we're looking for *your* great software ideas. We're the newest subsidiary of a fast-growing \$60 million company with one of the most powerful marketing and sales organizations in the industry. Everyone involved with this enterprise has extensive experi-

ence in the personal computer field. Some of us are developers ourselves. Others are marketing, production, and sales pros.

What we offer is the administrative expertise, financial resources, marketing savvy, advertising flair, production facilities, testing and support staff, trained sales professionals, and proven distribution channel that can turn your great software ideas into real products that succeed in the marketplace.

Do Your Best Work the Way You've Always Wanted To

We recognize that what programmers do *best* is develop programs—in their own private working environments, uninterrupted by the day-to-day demands of running a business.

We know that good programmers thrive on complexity, and on the intellectual challenges of



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solving difficult problems. Yet, they don't always want to get involved with the complexities and demands of managing people, sales channels, and advertising schedules.

We know that programmers want recognition for their hard work.

They *do* want the world to know when they've invented something spectacular. Yet, they don't always want their lives and work severely altered by too much publicity.

At Moonlight Software Publishing, we *will* give you credit for your work. And fame, too, if that's what you're looking for. We promote you and your software, not just the Moonlight label. So you'll get as much—or, as little—of the limelight as you crave. If you enjoy public appearances, you can have them. If you hate the spotlight, you can return quietly to your office to work on your next great idea.

And you'll always remain independent, free to work the way you want.

We Take it From Dream to Delivery

Here's how the process works:

You contact us, at a trade show, by phone, or by mail, and we discuss your software product or idea.

We both sign a simple non-disclosure agreement—which protects you and your idea as well as Moonlight Software Publishing—and you send us an evaluation copy of your software. Then, we review it and determine if it's right for publication.



If it is, we'll work out a contract agreement with you, and begin the finishing process. You remain involved, working with our developers and testers to refine, test, and debug the code.



Once we determine that the software is ready to go, you can return to your next great idea, while our other product management groups take over.

Expert technical writers create user installation and instruction manuals, our marketing group works on ads, trade show introductions, and collateral materials, and our sales managers introduce the product to our professional sales group. Our technical support people also learn about the new product, so that they become expert in its use by the time it's released.

The software itself moves into production and, at the appointed date, a fully packaged software product is introduced, with the necessary marketing muscle to ensure that it gets noticed. Sales and distribution teams take calls, write up sales, and ship the software to destinations around the world. When technical support calls start coming in, our experienced support pros are able to offer capable and professional assistance to users and resellers who purchase the product.



Let Your Ideas Shine

Moonlight Software Publishing is dedicated to the premise of turning independently developed software into viable, high-profile products.

Now's the time to dust off that great software idea that you've got—in the back of your mind, at the bottom of your desk drawer, or on that seldom-accessed section of your hard drive—and shine it under the light of the moon:

Moonlight Software Publishing.

To contact us, write to:

9955 West 69th Street, Eden Prairie,
Minnesota 55344. Send faxes to
(612)943-8622. Or just call (612)943-8915 and
tell us about the work you do...by moonlight.



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Programmers, have you ever dreamed of...

- Working the hours you want, when you're at your best?
- Changing the world through your own software?
- Becoming the next Mitch Kapor (Bill Gates, Don Heiskell, John Meyers, Wayne Ratliff... you know, he wrote that little utility called DBase)?
- Collaborating with 3 of your closest programming friends, rather than 37 junior programmers and a manager whose last program was a COBAL utility?
- Never again having to deal with other people's bad code?
- Writing the most dazzling code you've ever done...and making some serious money with it?
- Seeing *your* name on the package?
- Being your own boss?
- Going to as many trade shows as you want...or *never* doing another trade show?
- Never ever having to wear a tie again?

Contact Moonlight Software Publishing. We can turn your software idea into a real product, and give you the chance to live out your dreams.

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